



MINISTRY OF TOURISM, WILDLIFE AND ANTIQUITIES

TOWARDS RECOVERY FROM THE IMPACT OF COVID-19 ON THE TOURISM SECTOR IN UGANDA: APRIL 2021



THE REPUBLIC OF UGANDA

MINISTRY OF TOURISM, WILDLIFE AND ANTIQUITIES

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OF COVID-19 ON THE
TOURISM SECTOR IN UGANDA:
APRIL 2021**

Ministry of Tourism, Wildlife and Antiquities

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Uganda's first COVID-19 case was confirmed on 21st March 2020. Prior to this, the government had taken proactive anti COVID-19 measures that included closure of the airport and all border points, and restrictions on all public and private transport systems in the country, that brought all local and international travel to a standstill.

Almost all tourism activities were halted. An earlier study published by this ministry in July 2020 titled *"Impact of COVID-19 on the Tourism sector in Uganda"* revealed that businesses ranging from Airlines, Tour operators, Hotels, food outlets and craft sellers were highly impacted by COVID-19 pandemic. However, like the entire Ugandan economy in general, the tourism industry is slowly recovering from the market shocks that came with the pandemic

This study discusses progress in recovery of the Tourism industry in Uganda and the measures the government of Uganda put in place in order to ensure the quick recovery of the tourism industry.

Using data collected from private sector players including the Hotel and accommodation, Airlines, Tour and Travel companies, Food companies and Art and craft enterprises, we assessed the different parameters that are used to

evaluate progress to recovery of the Tourism Industry which include, Bookings, Employment, Business performance, number of flights among others. Furthermore, this report puts forward key stimulus package that the tourism businesses require to revive their businesses and measures government has put in place to ensure revival of the sector.

Results from this study are on a sample basis obtained from tourism businesses across the entire country and reflect the Status of the Tourism Industry as at end of March 2021.

We take this opportunity to thank all the respondents who took the time to complete the survey. Your contribution to the recovery of our sector and provision of information that guides sector development is much appreciated.

A handwritten signature in blue ink, appearing to read 'Doreen S. Katusiime', is shown on a light blue background.

Doreen S. Katusiime (Mrs)
PERMANENT SECRETARY

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Uganda's Tourism Sector is on a steady recovery path following COVID-19 management measures put in place by Government. Tourist bookings countrywide tripled by end of March 2021 with foreign tourist bookings growing fourfold between August 2020 and March 2021 while domestic tourist bookings tripled over the same period. Bookings, according to this study are reported for the second half of 2021 and the first half of 2022.

Airline bookings and bookings registered by Hotels and accommodation facilities doubled by end of March 2021 while bookings recorded by Tour companies and operators increased eleven-fold between August 2020 and March 2021.

Cancelled bookings recorded by tourism businesses dropped by eight percentage points. This implies Tourism businesses are receiving less trip cancellations of already booked trips compared to what was the case by end of June 2020.

At least 3 in 10 tourism jobs were recovered by end of March 2021. Jobs lost at the end of June 2020 due to the pandemic stood at 7 in 10 jobs. However, results from this study show that by end of March 2021, only 4 in 10 jobs had been lost.

Overall, Tourism businesses countrywide have had at least fifty percent of their workforce either sent on unpaid leave or laid off permanently to enable them remain in business.

About three quarters (74 percent) of the Tourism enterprises revealed that business was poor over the last 12 months (March 2020-March 2021). However, about two thirds (61 percent) of them view the business prospects for 2021 as a success/better.

Hotel occupancy levels in Uganda increased by ten percentage points by end of March 2021 to average 31 percent when compared to March 2020.

Weekly Flights within or to and out of Uganda increased fourfold by end of March 2021 rising from a weekly average of 3 flights in 2020 to a weekly average of 11 flights in 2021. This means that seventy three percent of the flights that fly our routes have resumed.

At least 9 in 10 tourism enterprises cited having lost over fifty percent of their incomes during the calendar year 2020 while eleven percent revealed that they had lost one hundred percent of their incomes in 2020 and required a stimulus package to revive their businesses. The top three suggested stimulus packages required by Tourism businesses to aid their recovery included 1)

Implementation of Tax reductions or deferments, 2) financial support for cash flow and recovery and 3) Government should intensify marketing and promotion for both domestic and international Tourists.

At the end of the study, we obtained views from Tourism operators on whether Tourism in Uganda can survive without international Tourist inflows. 79 percent of Tourism businesses do not believe that Tourism in Uganda can survive without international Tourism inflows and provided suggestions on how the Tourism industry can be developed.

The following were the top five (5) measures suggested by Tourism businesses to develop the Tourism industry in Uganda 1) *Improve on roads leading to Tourism sites*, 2) *Engage in mass Tourism sensitization and campaigns to create interest in Ugandans*, 3) *provide affordable accommodation and transportation options for domestic tourists*, 4) *Intensify marketing and Tourism promotion*, 5) *improve on infrastructure and increase the Tourism product range.*

Improved performance of Uganda's tourism industry is attributed to a number of factors ranging from intrinsic factors such as better COVID-19 response measures that saw the country have minimum disease infections and

deaths across Africa and worldwide. This has increased visitor confidence who now consider Uganda as a safe tourist destination in this COVID-19 season to extrinsic factors such as increased access to COVID-19 vaccination in many tourist source markets that has increased tourist confidence to travel.

There has also been strong marketing activities such as POATE 2021 and “Take on the Pearl” campaign that have highlighted Uganda’s tourist attractions locally and internationally. This is in addition to other opportunistic achievements like athletics stars Joshua Cheptegei and Moses Kipsiro whose brilliant performance at the global scene put Uganda in the limelight and brought along global fame.

It is likely that the COVID-19 outbreak also encouraged many Ugandans to visit their country, especially Ugandans who were unable to travel for tourism internationally. This is proved by the fact that Uganda used to be the number one source of tourists for a number of countries in the region such as Kenya and Rwanda.



1.0 INTRODUCTION

The Tourism sector in Uganda was enormously affected by the COVID-19 pandemic in calendar year 2020. Since then, a number of measures were undertaken by the Government of Uganda to avert the worst effects of the Pandemic. The country is now beginning to realize benefits from the rather tougher measures implemented by Government. This report provides hope to the sector and points out the progress in recovery of this rather fragile sector.

1.1 TOURIST BOOKINGS TO AND WITHIN UGANDA

Uganda's Tourism industry is on a steady recovery path following COVID-19 management measures put in place by Government. Data from a recent survey undertaken by the Ministry of Tourism, Wildlife and Antiquities in which 1,066 tourism establishments (including hotels, airlines, tour companies, food companies, Art and craft enterprise) were interviewed indicates that tourist bookings countrywide have tripled in the last 9 months increasing from 27,542 bookings recorded by end of August 2020 to 83,464 by end March 2021.

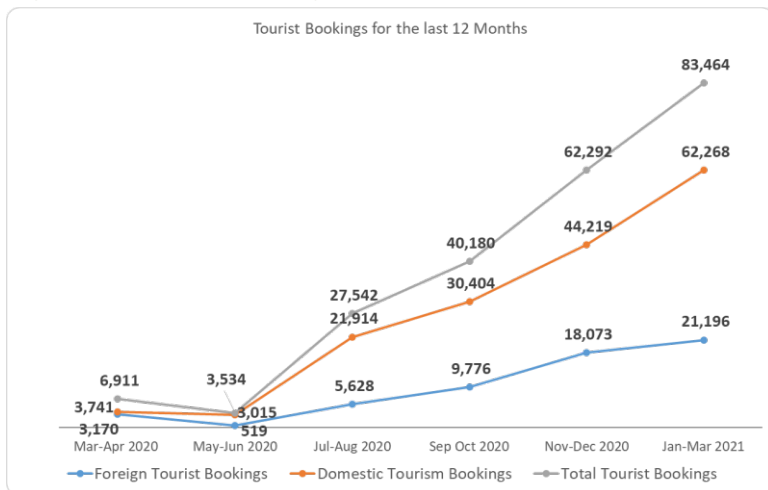
The growth is a tremendous recovery of the tourism industry from near total collapse at its lowest level of 3,534 tourist bookings in June 2020 during COVID-19

shutdown when international travel was closed for most countries including Uganda.

From the study, foreign tourist bookings increased faster growing fourfold from 5,628 to 21,191 between August 2020 and March 2021 while domestic tourists tripled from 21,914 bookings to 62,268 over the same period. Bookings, according to the study are reported for the second half of 2021 and the first half of 2022.

The country is now receiving among its visitors some globally famous persons like American based African music star Akon and social media kingpins Emirati and Vlogger Khalid Al Ameri among others. *Figure 1 below shows an increasing trend in visitor bookings over the last 12 months.*

Figure 1: Tourist booking over the last 12 months



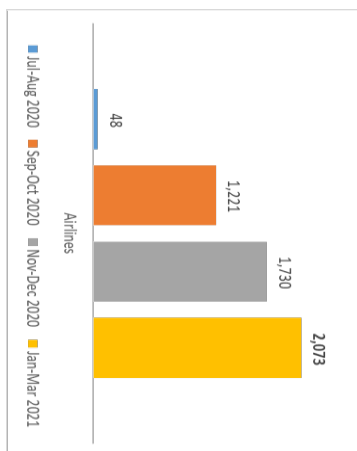
Source: Ministry of Tourism, Wildlife and Antiquities

1.2 TOURIST BOOKINGS BY TOURISM ENTERPRISE

Variations exist in terms of number of bookings recorded by each Tourism enterprise.

Figure 2: Airlines Tourist Bookings, July2020-March 2021

1.2.1 AIRLINES



Tourist Bookings recorded from airlines doubled in the last 6 months rising from 1,221 bookings by end of October 2020 to 2,073 bookings by end of March 2021. Entebbe International airport quickly recovered from a ghost of itself as a

result of COVID-19

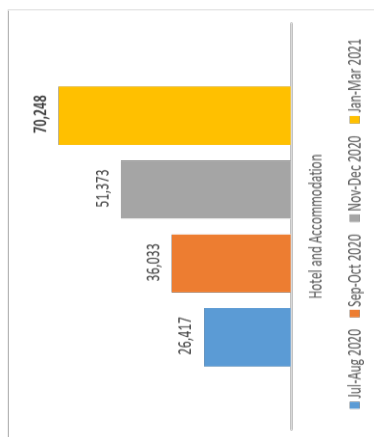
impacts. Flights to several destinations have now returned to significant levels.

Air travel is key for international tourism in Uganda, a country where tourism was the leading foreign exchange earner pre-COVID-19.

1.2.2 HOTEL AND ACCOMMODATION

Figure 3: Hotel and Accommodation Tourist Bookings, July 2020-March 2021

Data collected from over 800 hotel and accommodation facilities sampled across the country indicates that hotel room bookings doubled in the last 6 months increasing from 36,033 bookings at the end of October 2020 to 70,248 bookings by end of March 2021.



Source: Ministry of Tourism, Wildlife and Antiquities

1.2.3 TOURS AND TRAVEL/TOUR OPERATORS

Tour operators play an important function in linking potential tourists to various tourism services within the value chain.

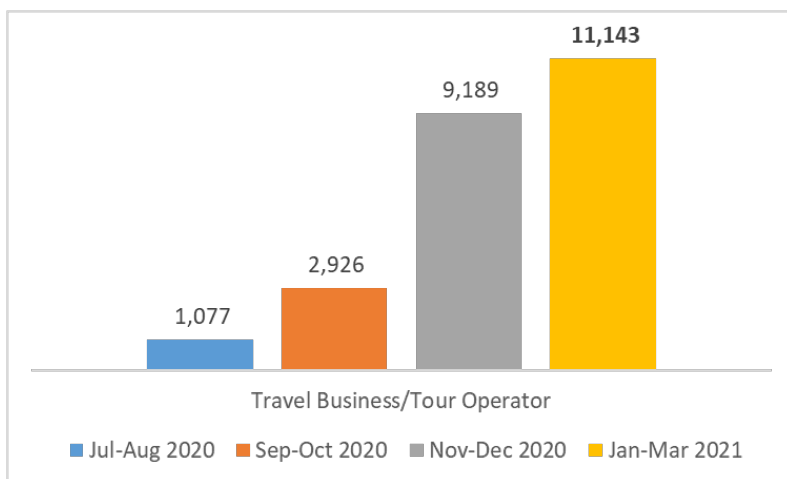
Tour operators provide prospecting visitors with information about the tour destination and go ahead to arrange the tour by organizing the required facilities to the tourist's satisfaction. These include among others tour

guiding services, hotel bookings, ticketing and transport.

Tourist bookings through tour operators grew eleven fold from about 1,000 bookings to over 11,000 between August 2020 and March 2021.

Tourist Bookings for tour operators also increased by fourfold in the last six months between October 2020 and March 2021.

Figure 4: Tour and travel companies Tourist Bookings, July2020-March 2021



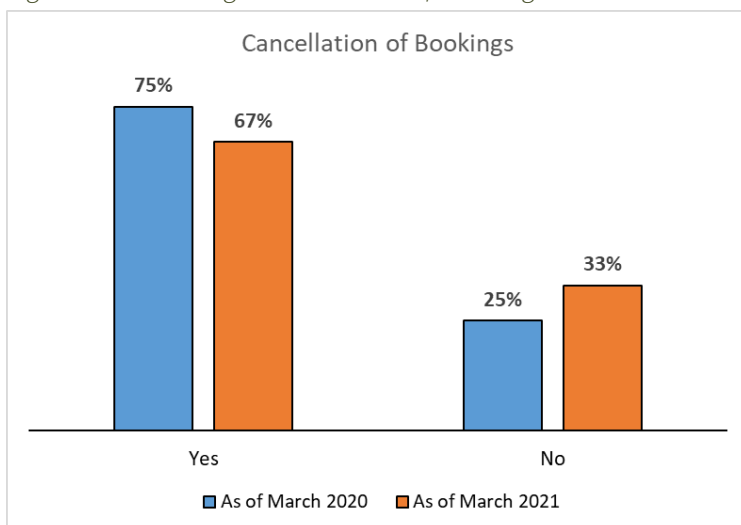
Source: Ministry of Tourism, Wildlife and Antiquities

1.2.4 CANCELLATION OF BOOKINGS

As of March 2020, three quarters (75 percent) of the Tourism enterprises testified to have recorded cancellation in bookings. However, by end of March 2021, a year later, the number of Tourism Enterprises continuing to record tourist bookings cancellations had declined eight (8) percentage points from seventy five percent to sixty seven percent as indicated in Figure 5.

The reduction in cancelled booking by end of March 2021 is a positive indicator for recovery of the sector.

Figure 5: Percentage cancellation of Bookings



Source: Ministry of Tourism, Wildlife and Antiquities

1.2.5 REASONS FOR CANCELLATION IN BOOKINGS

Tourism enterprises were asked to identify the major reasons for cancellations in bookings over the last one year, Travel restrictions within Uganda and in other countries came out strongly at 35 percent. Lockdowns and hesitancy to travel came out as the second and third reasons for cancellation in bookings at thirty two (32) percent and twenty seven (27) percent respectively. See Figure 6 below;

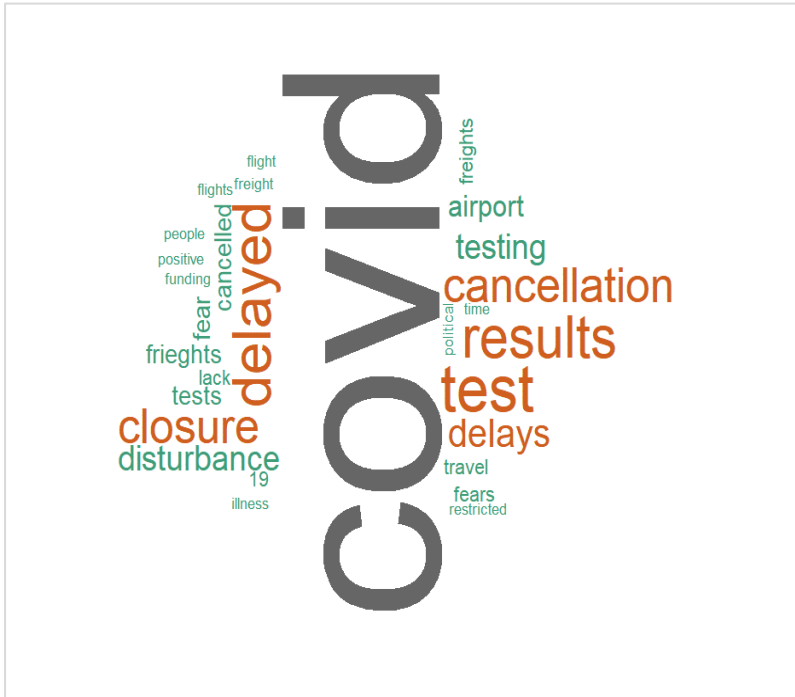
Figure 6: Reasons for cancellation of Bookings



Source: Ministry of Tourism, Wildlife and Antiquities

Other reasons for cancellation in bookings included COVID-19, numerous COVID-19 tests at entry and exit points, fear of travel, cancelled flights, and the political atmosphere as represented in the word cloud in Figure 7 with the larger text being the most frequent response.

Figure 7: Other reasons for cancellation of Bookings



Source: Ministry of Tourism, Wildlife and Antiquities



1.2 EMPLOYMENT IN THE TOURISM INDUSTRY

There was a phenomenal recovery from loss of jobs as the tourism industry recovered from COVID-19. From every 10 available tourism jobs, 7 had been lost by end of June 2020. However, this survey reports that 3 of these 7 jobs that were previously lost have been re-gained, a good indicator for post COVID-19 recovery.

The study reports that at least 4 in 10 tourism jobs had been lost in the Tourism sector by the end of March 2021, an improvement in number of jobs that had been lost in the sector by end of June 2020. This means Tourism enterprises have re-instated some of the workers that had been sent on unpaid leave and recalled back some of the workers initially laid off.

Therefore, as at end of March 2021, at least 6 in 10 workers are currently employed in the tourism sector but out of these, 4 in 10 are facing pay cuts while only 2 in 10 workers are on full pay

Table 1 below also shows that the Art and craft enterprises had the biggest reduction in employees in the last one year with at least 6 in 10 workers losing their Jobs. Tour Operator Companies, Hotels and Accommodation facilities, and Food companies all had at least fifty percent of their workforce either sent on unpaid leave or laid off. The Airline companies laid off the least number of workers as data from the study reveals that only 2 in 10 workers were laid off/sent on unpaid leave against 8 in 10 workers.

Table 1: Employment in the Tourism Sector.

Tourism Industry	Category of Workers									
	Total workers before COVID-19	Total current workers	Number of workers laid off/ facing unpaid leave	Number of workers facing pay cut	Number of workers on full pay	Percentage of Current workers	Current Workers (Out of 10)	Lost Jobs (out of 10)		
Airlines	1,060	813	247	300	513	77%	8	2		
Art and Craft										
Enterprise	341	148	192	102	46	43%	4	6		
Food										
Companies (Café Javas)	508	275	233	184	91	54%	5	5		
Hotel and										
Accommodation	25,897	13,644	12,255	10,855	2,789	53%	5	5		
Others (Specify)	13	8	5	3	5	62%	6	4		
Travel usiness/										
Tour Operator	957	495	464	410	85	52%	5	5		
Total	31,276	17,883	13,396	11,854	6,029	57%	6	4		

Source: Ministry of Tourism, Wildlife and Antiquities

Tourism Enterprises that participated in the study were asked whether they had downsized their workforces in the last one year. Data from the study reveals that the majority (89 percent) declared that they had downsized their workforces. Only 11 percent maintained workers they had before the COVID-19 Pandemic struck. In overall, Tourism enterprises in Uganda reduced their workforce by half (50 percent)

Table 1: Status of Workforce by end of March 2021

Workforce status	Count	Percent(%)	Average percentage of workforce downsized or increased (%)
Downsized Workforce	946	89%	50
Increased Workforce	2	0%	84
No Change	118	11%	X
Total	1,066	100%	

Source: Ministry of Tourism, Wildlife and Antiquities

Likewise, Table 3 shows that overall, Art and craft enterprises downsized their workforce by two thirds (69 percent) in the last one year, Tour Operators downsized half of their workforce (54 percent) in the last one year. Food companies also downsized by half their workforce (51 percent). The Airlines downsized their workforce by forty three (43) percent.

Table 2: Status of workforce by Tourism Enterprise

Tourism Industry	Workforce status	
	Increased Workforce (%)	Downsized Workforce (%)
Airlines		43
Art and Craft Enterprise	100	69
Food Companies (Café Javas)		51
Government agency		
Hotel and Accommodation		48
Others (Specify)		48
Travel Business/Tour Operator	67	54
Average change in Workforce	84	50

Source: Ministry of Tourism, Wildlife and Antiquities

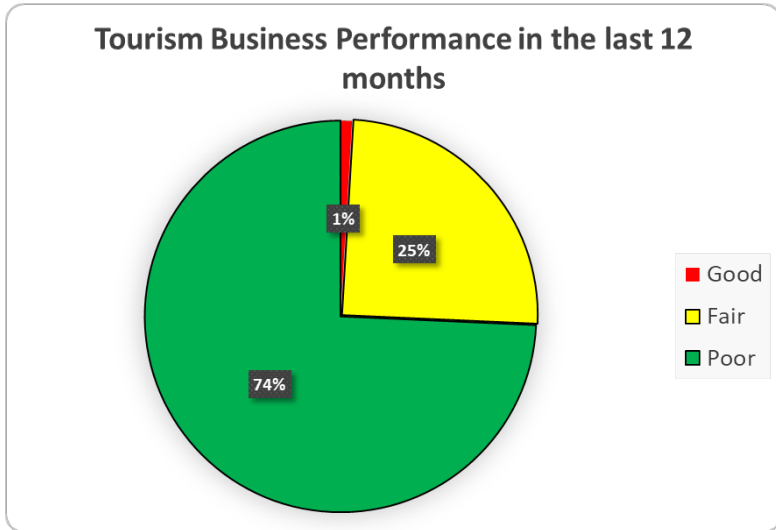


Business performance varies considerably from business to business. Tourism enterprises were asked to rate the performance of their businesses since March 2020. The three possible categories were “*Poor, Fair and Good*”. Figure 8 summarizes the results.

Close to three quarters (74 percent) of the Tourism enterprises revealed that business was poor over the last 12 months. However, about two thirds (61 percent) of these view the business prospects for 2021 as a success/better.

A Quarter (25 percent) of the Tourism enterprises mentioned that Business performance in the last 12 months was fair. Out of these, three quarters (74 percent) revealed that they expect 2021 to be a more fruitful year in terms of business.

Figure 8: Business Performance for the last one Year



Source: Ministry of Tourism, Wildlife and Antiquities

Variations exist amongst different Tourism enterprises in terms of business prospects as shown in Table 4. An overall comparison of Business performance against business prospects for 2021 indicates that a business' poor performance is not a sign of lost hope. Overall, 6 in 10 (64 percent) tourism establishments ranked business prospects for 2021 to be positive/successful.

Eighty two percent of the Tour Operators cited poor business performance in the last one year however sixty-eight percent of these envisage 2021 as a more positive year.

Similarly, eighteen percent of Tour Operators quoted that business performance was fair while sixty four percent of them were hopeful for an improved business performance in 2021.

About three Quarters (73 percent) of hotel and accommodation facilities classified the business performance as poor however two thirds (63 percent) foresee the prospects of 2021 as a success. A quarter (26 percent) of the hotel businesses placed business performance at fair and out of these, three quarters (76 percent) are hopeful 2021 will be a more fruitful year.

Likewise, seventy one percent of the Food companies ranked business performance in the last one year as fair and all the food companies sampled picture the business prospects for 2021 to be rewarding.

On the contrary, at least 8 in 10 (80 percent) of the Art and Craft shops categorized business performance as poor in the last one year and two thirds (64 percent) of these envisage that the business prospects in 2021 shall not change from the 2020 situation.

Table 4: Business Performance in the last one year Vs Business prospects for 2021

Tourism Industry	Business Performance	Positive Business prospects for 2021	Business Performance	Positive Business prospects for 2021	Business Performance	Positive Business prospects for 2021
	Poor	prospects for 2021	Fair	prospects for 2021	Good	prospects for 2021
Airlines	100%	100%		100%		
Art and Craft	80%	36%	20%	50%		
Enterprise						
Food Companies	29%	100%	71%	100%		
(Café Javas)						
Hotel and	73%	63%	26%	76%	1%	100%
Accommodation						
Others (Specify)	33%	100%	67%	100%		
Travel	82%	68%	18%	64%		
Business/Tour						
Operator						
Total	74%	61%	25%	74%	1%	100%

Source: Ministry of Tourism, Wildlife and Antiquities

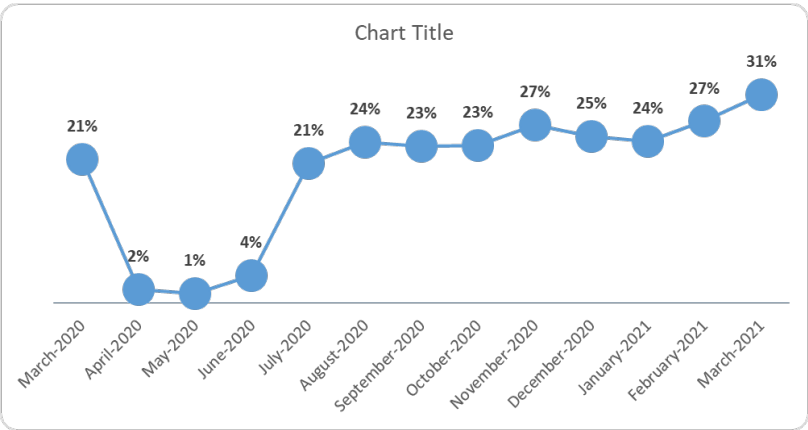
1.3 HOTEL OCCUPANCY RATES IN 2021

Hotel Occupancy levels averaged 20.1 percent in 2020, the lowest occupancy rate in the last ten (10) years. Although Occupancy levels improved from July to December 2020, they fluctuated between 20 percent and 27 percent.

Results from this study conducted in April 2021 revealed an improvement in occupancy level. By end of March 2021, hotel occupancy rates had increased by 10 percentage points to 31 percent, an improvement from the 21 percent recorded in July 2020.

Figure 9 shows that we are on right paths to recovery as occupancy rates have progressively increased and averaged thirty (30) percent by end of March 2021.

Figure 9: Hotel Occupancy, March 2020-March 2021



Source: Ministry of Tourism, Wildlife and Antiquities



1.4 IMPACT ON AIRLINES

Majority of flights to and within Uganda were halted in 2020 as a measure to curb the spread of COVID-19 pandemic with many of the airline companies declaring that they had grounded their fleet of aero planes.

Results from this study show that flights within, to and from Uganda per week tripled by the end of March 2021. The number of flights declined fivefold from a weekly average of 15 flights in 2019 to only 3 flights per week during the calendar year 2020 that was emaciated by the COVID-19 pandemic.

This situation has since changed. Weekly Flights increased threefold by end of March 2021 rising from a weekly average of 3 flights in 2020 to a weekly average of 11 flights in 2021. This means that seventy three percent of the flights that fly our routes have resumed.

Table 5: Weekly Number of Flights recorded by Different Airlines

	Average number of flights per week in 2019	Average number of Flights per week in 2020	Average number of Flights per week in 2021	Proportion of increase in Flights
Airlines				
Eagle Air Ltd	4	1	1	1
Aerolink	28	4	4	1
Easy Flights	3	1	1	1
Egypt Air	7	1	2	2
Ethiopian Airways	35	3	21	7
KLM Royal Dutch Airline	7	1	3	3
Rwanda Air	14	1	28	8
Tarco Airlines	8	1	2	2
Uganda Airlines	36	16	49	3
Vule Airways	14	4	4	1
Average Flights	15	3	11	3

Source: Ministry of Tourism, Wildlife and Antiquities



1.5 STIMULUS PACKAGE REQUIRED BY TOURISM PLAYERS

At least 9 in 10 (88 percent) tourism enterprises cited having lost over fifty percent of their incomes during the calendar year 2020 while eleven percent revealed that they had lost one hundred percent of their incomes in 2020 and required a stimulus package to revive their businesses.

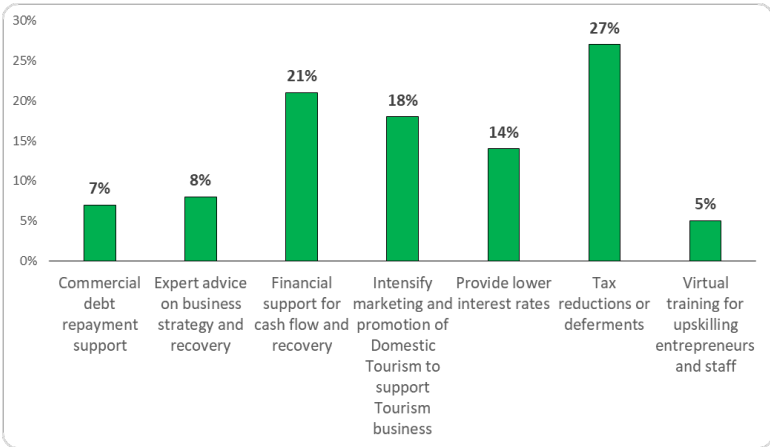
Figure 10 discusses the various stimulus packages suggested by Tourism enterprises that would spur revival of their businesses. Tax reductions or deferments came out top priority for government to implement in order to support the revival of the Tourism Sector.

The second top priority for the Tourism enterprises in terms of stimulus package is financial support for cash flow and recovery. Eighty eight percent of Tourism enterprises lost over 50 percent of their incomes while 1 in every 10 enterprises lost 100 percent of their incomes. This is very critical for the revival of Tourism.

Third on the priority list of Tourism Enterprises in terms of stimulus package is for Government to intensify marketing and promotion for both domestic and international Tourists. There is no better time than today to engage in marketing and promotion of destination Uganda if we are

to tap into the tourists that are so eager to travel. By doing this, the sector will be easy to revive. These three represent up to two thirds of tourism enterprises' stimulus package request. Others are represented in Figure 10 below;

Figure 10: Stimulus Package required to revive Tourism Businesses



Source: Ministry of Tourism, Wildlife and Antiquities



1.6 DOMESTIC TOURISM

1.8.1 LIKELIHOOD OF TOURISM SURVIVAL WITHOUT INTERNATIONAL TOURIST INFLOW

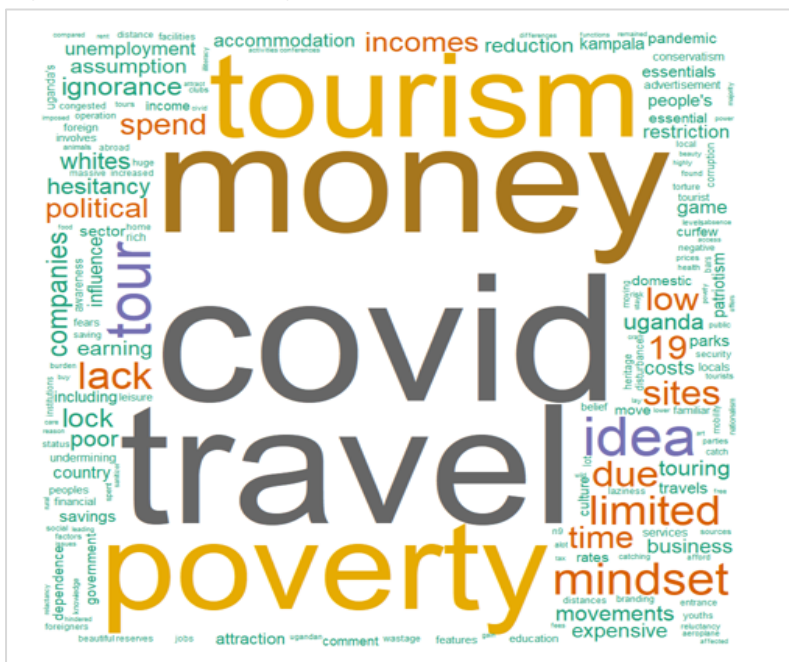
At the end of the study, we obtained views from Tourism operators on whether tourism in Uganda can survive without international tourist inflows. Only 2 in 10 (21 percent) tourism enterprises stated that domestic tourism can sustain the tourism sector in Uganda.

79 percent do not believe that tourism in Uganda can survive without international tourism inflows. The following were measures suggested to develop the Tourism industry in Uganda as shown in the word cloud in Figure 11 with the larger text being the most frequent response; Improve on roads leading to Tourism sites, Engage in mass Tourism sensitization and tourism campaigns to create interest in Ugandans, provide affordable accommodation and transportation options for domestic tourists, Intensify marketing and Tourism promotion, improve on infrastructure and increase the tourism product range.

Uganda Museum in the first three months of 2021 compared with the last three months of 2020.

The Tourism enterprises cited poverty in Uganda, lack of money for travelling, COVID-19 spread, fear to travel, lack of time, low incomes, unemployment, the political atmosphere in Uganda, high cost of accommodation and transport, ignorance and many others as shown in the word cloud below as the major barriers to growth of Domestic Tourism.

Figure 12: Barriers to growth in Domestic Tourism in 2020



Source: Ministry of Tourism, Wildlife and Antiquities

1.7 FACTORS THAT HAVE LED TO INCREASE IN BOOKINGS/POSITIVE PERFORMANCE IN TOURISM BUSINESS

- i. Visitor confidence in Uganda as a safe tourist destination given the measures instituted to control the spread of COVID-19. The measures announced by H.E the President were timely and effective resulting into the country having one of the lowest number of COVID-19 infections and deaths worldwide. This can be evidenced by Uganda being the only country in the region not red listed for travel to the United Kingdom.
- ii. The COVID-19 control measures coupled with increasing vaccination in the tourist source markets and the Vaccination program that has begun in Uganda have provided travelers a higher confidence to travel to and within Uganda.
- iii. The Pearl of African Tourism Expo (POATE 2021) which links travel agents, tour operators, hoteliers, destination managers, and other service providers in the tourism business has created vast awareness about Uganda.
- iv. Local tourism promotional drives such as “Take on the Pearl” campaign that has created awareness about a number of home grown tourist destinations.

This has led to increased domestic tourism.

- v. However, it is also likely that the COVID-19 travel restrictions encouraged some foreign residents and Ugandan citizens to travel within their country of residence having been unable to travel to other destinations during the time when travel across international borders was restricted.
- vi. Recent performances of some of Uganda's athletes like Cheptegei and Kipsiro have given Uganda a lot of recognition, visibility and increased media profile internationally.
- vii. The advertisement which came with the scheduled MAMA MTV Africa Awards increased Uganda's international media presence. This has triggered domestic tourism promotion events such as "Pearl of Africa talent star search" that aims at awareness creation and build the urge to travel.
- viii. The visit of the iconic figures such as Global Music Star Akon and Emirati you tuber and Vlogger Khalid Al Ameri (Top Arab Bloggers and influencers) increased social media and internet awareness about Uganda globally

1.20 POST COVID-19 TOURISM RECOVERY MEASURES

The Government of Uganda in a bid to stimulate recovery and growth of the Tourism industry after the initial decline of tourism services caused by the COVID-19 pandemic has come up with a number of policy measures. These measures are undertaken jointly with support of the private sector and all tourism partners. These actions are in complement to the other post COVID-19 actions undertaken by other sectors of Government. The following are some of these focused actions that are aimed at achieving full tourism recovery as a leading foreign exchange earner for Uganda;

- i. Government has developed and disseminated the Standard Operating Procedures (SOPs) to be followed by tourism service providers during the COVID-19 pandemic. The SOPs were developed in conformity with Ministry of Health (MoH) and World Health Organization (WHO) guidelines for COVID – 19 control. The SOPs are adhered to by all tourism establishments ranging from Protected Areas, Hotels, Restaurants, Tour Guiding, Travel Operations, Craft Shops, etc.
- ii. Government has exempted upcountry tourism accommodation facilities from paying Value added Tax (VAT). In addition, government waived VAT on accommodation for Kampala based hotels up to June 30th 2021.
- iii. Uganda Development Bank (UDB), a state owned lender has been capitalized by Government to extend low interest credit to Tourism enterprises and other production enterprises as relief to negative impacts of coronavirus

containment measures on the economy. The interest rates offered by UDB are about half the rates availed to private businesses by other commercial lending institutions within the country. Additionally, Government through the European Union (EU) are providing affordable credit facilities for capitalization and operational requirements of hospitality enterprises.

- iv. Government has intensified promotional campaigns aimed at attracting tourists from both domestic and international markets. Uganda Tourism Board has initiated “Scientific” tourism promotion drives like “Take on the pearl” and “Pearl of Africa Expo” all aimed at attracting tourists to various destinations in Uganda. In addition, the Government is engaging in Digital Marketing and Advertising.
- v. Government is continuing to develop new tourist products and protect cultural heritage sites through construction and renovation of regional museums such as Mugaba Palace and processing land titles for a number of heritage sites such as Bukwa, Nyabusosi, Napak, Moroto, Kafir, Kasonko, Mpumudde, Kigezi site, Lyingo landing site, Lamogi/Guruguru (Amuru), Lotuturu (Lamwor), Bishop Hannington Kyando, Buvuma Island, Mutanda caves, Fort Thurston Bukaleeba and Mauta hill in Mayuge. Other Tourism products in the recent past have been developed and opened for tourism in various Protected Areas and other tourism destinations such as Rwenzori Mountains and the Source of the Nile in Jinja where modern tourism infrastructure have been developed. A “floating” restaurant has also been built at UWEC (Uganda Wildlife Conservation Education Centre). Private sector players are also managing a number of tourist attractions and recreational facilities.
- vi. Government has improved infrastructure at Uganda Hotel

and Tourism Training Institute (UHTTI) and Uganda Wildlife Research and Training Institute (UWRTI), both academic institutions for capacity building in the tourism sector. This has enabled the country to produce the required qualified



ANNEX 1: SURVEY DETAILS

METHODOLOGY

The Survey sample is made up of a number of tourism businesses across Uganda. The survey tool was distributed through the Association of Uganda Tour Operators (AUTO) and the Uganda Hotel Owners Association (UHOA). We also had physical data collection by our research assistants to ensure we collect the required sample size.

The questionnaire was sent out at the end of March 2021 electronically by mail and the physical data collection was done in April 2021. The study employed systematic sampling for districts outside Kampala. It had five sections: general profile questions (which provide a breakdown of the type of responding businesses); questions on the business impact of COVID-19; questions on the business's response; and the support measures required for Tourism recovery

OBJECTIVE OF THE STUDY

This was a follow up study to the one published in July 2020 titled “*Impact of COVID-19 on the Tourism Sector in Uganda*” and aimed at understanding the progress of recovery of Tourism businesses in Uganda after the 2020 COVID-19 outbreak and the resultant containment measures undertaken. This study focusses on the

following parameters; changes in the number of bookings, cancellations, loss of employment, loss of revenue and measures puts forward measures undertaken by the government of Uganda to revive the Tourism sector.

PROFILE OF RESPONDENTS

The survey yielded 1,066 responses. The target respondents for this research study included; Hotels and accommodation facilities, Tour and travel companies, Airlines, Food companies and Art and craft shops. For the context of this study tour operators are entities that deal in the selling of safaris while tour and travel entities that do ticketing as a main activity.

Table 6: Respondents by Type of Business

Business Type	Count	Percent (%)
Airlines	11	1%
Art and Craft Enterprise	131	12%
Food Companies (Café Javas)	7	1%
Government agency	2	0%
Hotel and Accommodation	833	78%
Others (Specify)	3	0%
Travel Business/Tour Operator	79	7%
Total	1,066	100%

Source: Ministry of Tourism, Wildlife and Antiquities

Table 7: Demographics of the Respondents

Position of Respondent	Count	Percent (%)
Accountant	136	13%
CEO	80	8%
Director/Manager	356	33%
Front Office Manager	164	15%
Office Assistant	50	5%
Other (Specify)	67	6%
Receptionist	152	14%
Sales Officer	61	6%
Total	1,066	100%

Source: Ministry of Tourism, Wildlife and Antiquities

Table 8: Years in Business

Years in Business of the Business	Count	Percent (%)
0-3years	107	10%
4-6 years	231	22%
7-9 years	272	26%
10-12 years	264	25%
13-15 years	97	9%
15+ years	95	9%
Total	1,066	100%

Source: Ministry of Tourism, Wildlife and Antiquities

Table 9: Services offered by Tourism Businesses

Services offered offered by Businesses	Count	Percent (%)
Booking/Ticketing services	85	5%
Food and Accommodation	839	54%
Other	269	17%
Recreational services	217	14%
Tour Guiding services	90	6%
Transport Services	64	4%

Services offered offered by Businesses	Count	Percent (%)
Total	1564	100%

Source: Ministry of Tourism, Wildlife and Antiquities

Table 10: Employees by Establishment

Number of employees	No. of establishments	Percent(%)
0-10 employees	485	45%
11-20 employees	238	22%
21-30 employees	192	18%
31-40 employees	61	6%
41-50 employees	24	2%
Above 50 employees	43	4%
Over 100 employees	23	2%
Total	1,066	100%

Table 11 ~ Workforce status

Description	count	Percent (%)
Total workers before COVID-19	31,276	
Total current workers	17,883	57%
Number of workers laid off	6,536	21%
Number of workers facing unpaid leave	6,860	22%
Number of workers facing pay cut	11,854	66%
Number of workers on full pay	6,029	34%

Source: Ministry of Tourism, Wildlife and Antiquities

Table 12: Status of Workforce by Tourism Industry

Tourism Industry	Category of Workers					
	Total workers before COVID-19	Total current workers	Number of workers laid off	Number of workers facing unpaid leave	Number of workers facing pay cut	Number of workers on full pay
Airlines	1,060	813	14	233	300	513
Art and Craft Enterprise	341	148	124	68	102	46
Food Companies (Café Javas)	508	275	70	163	184	91
Government agency	2,500	2,500	-	-	-	2,500
Hotel and Accommodation	25,897	13,644	6,056	6,199	10,855	2,789
Others (Specify)	13	8	5	-	3	5
Travel Business/Tour Operator	957	495	267	197	410	85
Total	31,276	17,883	6,536	6,860	11,854	6,029

Source: Ministry of Tourism, Wildlife and Antiquities

Table 13: Number of Bookings by Business Type

Business Type	Total Bookings									
	Jan-Feb 2020	Mar-Apr 2020	May-Jun 2020	Jul-Aug 2020	Sep-Oct 2020	Nov-Dec 2020	Jan-Mar 2021			
Airlines				48	1,221	1,730	2,073			
Hotel and Accommodation	32,888	6,061	3,523	26,417	36,033	51,373	70,248			
Travel Business/Tour Operator	4,344	850	11	1,077	2,926	9,189	11,143			
Total Bookings	37,232	6,911	3,534	27,542	40,180	62,292	83,464			

Source: Ministry of Tourism, Wildlife and Antiquities

Table 14: Number of Bookings by tourist type

	Bookings of Tourists						
	Jan- Feb 2020	Mar- Apr 2020	May- Jun 2020	Jul-Aug 2020	Sep Oct 2020	Nov-Dec 2020	Jan-Mar 2021
No. of Foreign tourists	17,574	3,170	519	5,628	9,776	18,073	21,196
No. of Domestic Tourists	19,691	3,741	3,015	21,914	30,404	44,219	62,268
Total	37,265	6,911	3,534	27,542	40,180	62,292	83,464

Source: Ministry of Tourism, Wildlife and Antiquities

Table 15: Number of Foreign Bookings by Business Type

Business Type	Foreign Total Bookings						
	Jan- Feb 2020	Mar- Apr 2020	May- Jun 2020	Jul-Aug 2020	Sep Oct 2020	Nov- Dec 2020	Jan- Mar 2021
Airlines				45	795	1,235	1,396
Hotel and Accommodation	16,045	2,976	519	4,765	6,954	11,082	13,871
Travel Business/Tour Operator	1,499	194	-	818	2,027	5,756	5,929
Total Bookings	17,544	3,170	519	5,628	9,776	18,073	21,196
Average Bookings				6	11	20	23

Source: Ministry of Tourism, Wildlife and Antiquities

Table 16: Number of Domestic Bookings by Business Type

Business Type	Domestic Total Bookings						
	Jan-Feb 2020	Mar-Apr 2020	May-Jun 2020	Jul-Aug 2020	Sep-Oct 2020	Nov-Dec 2020	Jan-Mar 2021
Airlines				3	426	495	677
Hotel and Accommodation	16,843	3,085	3,004	21,652	29,079	40,291	56,377
Travel Business/Tour Operator	2,845	656	11	259	899	3,433	5,214
Total Bookings	19,688	3,741	3,015	21,914	30,404	44,219	62,268
Average Bookings				24	33	48	67

Source: Ministry of Tourism, Wildlife and Antiquities

Table 17: Reasons for Cancellation of Bookings

Reasons for cancellation	Count	Percent (%)
Hesitancy to travel	440	27%
Travel restrictions	570	35%
lockdown that being imposed	516	32%
No money for travel	108	7%
Total	1,634	100%

Source: Ministry of Tourism, Wildlife and Antiquities

Table 18: Lost income in the last one year

Response	Count	Percent (%)
Less than 25% of income lost	0	0%
Less than 50% of income lost	7	1%
Over 50% of income lost	941	88%
100% of income lost	121	11%
No income lost	0	0%
Total	1069	100%

Source: Ministry of Tourism, Wildlife and Antiquities

Table19: Do you think there has been growth in Domestic Tourism over the last one year

Response	Count	Percent (%)
Yes	892	84%
No	174	16%
Total	1066	-

Source: Ministry of Tourism, Wildlife and Antiquities

Table 20: Can Tourism in Uganda survive without International Tourists inflows

Response	Count	Percent (%)
Yes	841	79%
No	225	21%
Total	1066	-

Source: Ministry of Tourism, Wildlife and Antiquities

ANNEX 2: QUESTIONNAIRE



Republic of Uganda
 Ministry of Tourism, Wildlife and Antiquities and
 Uganda Tourism Board
**Follow up Study: Impact of Covid-19 on Tourism Business in
 Uganda,**
Questionnaire

PART A: Background Information

1. Company/Organization/Business Name:.....	
2. Type of Business (Observe)	
Travel Business/Tour Operator ☐ Airlines ☐	
Events Managers ☐ Hotel and Accommodation ☐	
Art and Craft Enterprise ☐ Government agency ☐	
Road Transport Company ☐	
Food Companies (Café Javas) ☐ Others (Specify).....	
3. Position of Respondent	CEO ☐ Director/Manager ☐ Front Office Manager ☐ Accountant ☐ Sales Officer ☐ Office Assistant ☐ Other (Specify).....
4. Years in Business of the Business	0-3years ☐ 4-6 years ☐ 7-9 years ☐ 10-12 years ☐ 13-15 ears ☐ 15+ years ☐
5. Approximately how many employees are there in your organization? 0-10 employees ☐ 11-20 employees ☐ 21-30employees ☐ 31-40 employees ☐ 41-50 employees ☐ Over 50 employees ☐	

Over 100 employees ☐

6. Which services are offered by the Business? (tick the relevant boxes)

☐ Transport Services ☐ Booking/Ticketing services

☐ Tour Guiding services ☐ Food and Accommodation

☐ Recreational services ☐ Other (Specify?).....

How do you rate your business performance in 2020?

☐ Good ☐ Fair ☐ Poor

7. Please state the number of flights made (*for Airlines only*)

	Weekly Flights	Annual Flights
Number of flights per week in 2019		
Number of Flights per week in 2020		
Number of Flights per week in 2021		

8. Have you grounded any of your fleet of aero planes? (*for Airlines only*)

☐ Yes ☐ No

9. How many bookings did you make during the Periods;

Item	Jul-Aug 2020	Sep-Oct 2020	Nov-Dec 2020	Jan-Mar 2021
No. of Foreign tourists				
No. of Domestic Tourists				
Total				

10. Have you had any cancellations of bookings since the beginning of July 2020

☐ Yes ☐ No

11. If Yes, how many? (if No Skip to question 10).

.....

12. How much is the estimated loss due to cancellations in terms of revenues? Please provide response since the beginning of the Pandemic?

.....

13. What are some of the reasons for cancellation of bookings?

☐ Hesitancy to travel

☐ Travel restrictions

	☐ lockdown that being imposed ☐ No money for travel ☐ Others (Specify).....												
14. Have you had a decline or increase in your sales since March 2020? (only Art and Craft and Food Companies) ☐ Increase ☐ Decline ☐ Remained the same													
15. If your answer is increase or declines, How much is the estimated loss/increase you have got for the last one year due to COVID													
16. Please state your current work force													
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Description</th> <th style="width: 40%;">Employees</th> </tr> </thead> <tbody> <tr> <td>Total workers</td> <td></td> </tr> <tr> <td>Number of workers laid off</td> <td></td> </tr> <tr> <td>Number of workers facing pay cut</td> <td></td> </tr> <tr> <td>Number of workers facing unpaid leave</td> <td></td> </tr> <tr> <td>Number of workers facing unpaid leave</td> <td></td> </tr> </tbody> </table>	Description	Employees	Total workers		Number of workers laid off		Number of workers facing pay cut		Number of workers facing unpaid leave		Number of workers facing unpaid leave	
Description	Employees												
Total workers													
Number of workers laid off													
Number of workers facing pay cut													
Number of workers facing unpaid leave													
Number of workers facing unpaid leave													
17. Have you downsized/ increased your work force in the last few months? ☐ Increased ☐ Downsized ☐ No change													
18. If increased/downsized, by what percentage?													
19. Please Provide Occupancy Rates (For only Accommodation Facilities)-Provide Percentages													
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Item</th> <th style="width: 50%;">Occupancy Rate in Accommodation Facilities</th> </tr> </thead> <tbody> <tr> <td>Jan 2021</td> <td></td> </tr> <tr> <td>Feb 2021</td> <td></td> </tr> <tr> <td>Mar 2021</td> <td></td> </tr> </tbody> </table>	Item	Occupancy Rate in Accommodation Facilities	Jan 2021		Feb 2021		Mar 2021					
Item	Occupancy Rate in Accommodation Facilities												
Jan 2021													
Feb 2021													
Mar 2021													
20. Did you host any conferences in the last one year (only Hotels and Accommodation)?													

Yes ☐	No ☐
21. if your answer is yes above, How many conferences did you hold in the last one year(<i>only Hotels and Accommodation</i>)?	
22. How many participants on average attended each of the conferences in the last one year? (<i>only Hotels and Accommodation</i>)?	
23. How many room cancellations have you had and the loss due to the cancellations? (<i>For only Accommodation Facilities</i>)	
Room cancellations	
Losses due to room cancellations UGX	
24. Did you receive any changes in income? Yes ☐ No ☐	
25. If yes in 20, What percentage of income was lost by your organization as a result of the pandemic in 2020 compared 2019?.....	
26. How much income have you lost over the last one year?	
☐ Less than 25% of income lost	
☐ Less than 50% of income lost	
☐ Over 50% of income lost	
☐ 100% of income lost	
☐ No income lost	
27. How do you see the business prospects for the year 2021	
☐ Worse ☐ Bad ☐ Fair ☐ Good ☐ very Good	
28. What Stimulus package would you wish government to provide to the Tourism industry to help in recovery and boost tourism?	
☐ Provide Loan Grace Period to Tourism Business	
☐ Provide lower interest rates	

☐ Tax reductions or deferments ☐ Intensify marketing and promotion of Domestic Tourism to support Tourism business ☐ Financial support for cash flow and recovery ☐ Expert advice on business strategy and recovery ☐ Virtual training for upskilling entrepreneurs and staff ☐ Commercial debt repayment support ☐ Others (Specify).....
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PART B: Domestic Tourism

In this section, please indicate to what extent you feel domestic tourism influences the growth of tourism.

i)	Can Tourism in Uganda survive without International Tourists inflows? ☐ Yes ☐ No
ii)	if your response in (iii) above is no, provide suggestions on how government can develop its domestic tourism industry?
iii)	Do you think there has been growth in Domestic Tourism over the last one year? ☐ Yes ☐ No
iv)	if your response above is no, What do you think has limited growth in Domestic Tourism over the last one year?
v)	if your response above is yes, What do you think has led to growth of Domestic Tourism over the last one year?

Thank you for your participation.



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